

MINUTES

Master Plan Steering Committee

TOWN OF PETERBOROUGH

Tuesday, February 11, 2014 – 4:15 p.m.
1 Grove Street, Peterborough, New Hampshire

Members Present: Sue Chollet, Mose Olenik, Alan Zeller, Beth Alpaugh-Cote and James Kelly

Staff Present: Peter Throop, Director and Laura Norton, Administrative Assistant, Office of Community Development and Seth MacLean, Intern

Planning Committee Present: John Trautwein, Hope Pettegrew, Bob Pettegrew, Tyler Ward, Mose Olenik, Audrey White, Allan Zeller, Beth Alpaugh-Cote, James Kelly, Rick Hance and Dan Reidy.

Chair Chollet called the meeting to order at 4:17 p.m. Mr. Throop introduced new member Audrey White followed by a brief update on the accomplishments since the last meeting. He specifically noted a meeting with the Monadnock Ledger-Transcript staff writer Dave Anderson. Chair Chollet gave a brief review of the meeting with Mr. Anderson, herself, Ms. Olenik and Laura Hanson who as noted is assisting with marketing, advertising and recruitment. She concluded by noting they would be seeing an article in the newspaper in the near future.

Mr. Throop distributed a copy of the “*Save the Date*” postcard that will be distributed to every business, post office box and mailing address in both Peterborough and West Peterborough. Ms. White noted a typo on the postcard that needed to be corrected.

Playing Devil’s advocate Mr. Trautwein asked “what is happening Friday night and what is happening Saturday? Do I have to go to both?” adding “Saturday is meant to build on Friday night, right?” He then suggested some descriptive language of what is going on and on what day. Chair Chollet interjected her concern that too much print on the postcard “sends it right to the circular file.” She suggested the *Save the Date* and RSVP information be left intact “and the newspaper article will go into it more deeply”

Mr. Ward asked if some sort of press or reminder would be issued each week with Mr. Throop replying “that is a good questions for the recruitment and publicity

group tomorrow night.” Mr. Throop went on to note the status of banner for the Town House and the posters to be distributed around town. Mrs. Pettegrew updated the members on her meeting with a Con-Val art student earlier that day. “He is very interested in doing the poster” she said with Mr. Throop suggesting the poster “be in synch with the visual of the postcard.” Mr. Throop also noted he and Mr. Reidy had met and discussed whether or not the traditional approach was going to get the information they were looking for and help produce the outcomes they wanted to produce. He noted “the profile seems to move forward to action groups where our role is more establishing what our vision is, where we have been and where we are going. We don’t want action groups, we want to drill down and get a community consensus of what the goals are.” Chair Chollet agreed noting “we need to get enough sense of the community consensus, it is the guiding principle to the Committee’s work on future chapters.” Mr. Trautwein interjected “we keep coming back to finding out why people live here, what keeps them here, what brought them here in the first place. What do we appreciate and what do we wish we had more of.” He also reiterated the importance of having the younger generation involved. Ms. Olenik agreed adding “getting the vision of the community looking 5 to 10 years down the line from all aspects of the community.” Ms. White also agreed noting “an immediate focus is getting the young people in there.” Chair Chollet looked at Ms. White and said “you fit right in, we could not agree more.”

Mr. Reidy briefly reviewed demographics of the town, particularly a shift to an older population. “This is a big challenge to the vitality of the Town of Peterborough” he said. He reviewed the need for attracting a younger work force and interest in living in town. Mr. Throop reported Staff was working compiling demographic data charts as well as how to interpret the data adding “this is not just a phenomenon of Peterborough, the whole state needs to deal with this. It is the aging of the Baby Boomers population, it just *is*.”

A brief discussion about the retirement communities in town, recruitment of businesses and what may be missing from the fundamental infrastructure for younger people followed with one member noting “young people want to go out and see the world.”

Mr. Trautwein asked about the structure of the evening and the following day session. Mr. Reidy reiterated (assigned) smaller group discussions on topics like housing, education and natural resources, collecting the data and writing a report. Ms. Olenik interjected “with more of a vision plan than an action plan” adding “what we want to come out of this is a really great vision statement with some realistic aims that are out there.”

A brief discussion of the type of questions that will be asked followed. Chair Chollet suggested a large, open concept approach to be narrowed *down* with Mr. Trautwein suggesting the need for very specific questions (including why people live in town, what they value, what they would like to see more of and what they would like to see less of) “I would do the opposite” he said “and work our way *up*.” Ms. White suggested careful management of the session noting “you don’t want it to become a gripe session.” Chair Chollet agreed and briefly reviewed the Facilitator’s role for management. She also reviewed the need to continue to get input when rewriting or updating the chapters of the Master Plan.

Mr. Throop took a moment to review a variety of items for Friday night noting while the night could be filled with presentations “that is not going to happen. I never like to just *give* when the *give and take* is so important” he said. He noted a broad discussion about what is valued about the community “and then we jump in and drill down to subsets or categories of what the issues are setting up the framework for the next day.” Mr. Reidy suggested having maps and data available for review. He gave an example of showing the conservation lands in town noting “people are generally surprised by what the town has, it is a good educational opportunity for them.” Chair Chollet interjected “so Friday night we decide what we are doing without getting into the nuts and bolt of the planning process.” Mr. Trautwein noted he liked the idea of a community dinner and asked if the night typically went late with Mr. Reidy replying “no, typically not.” He went on to note several items in the Hampstead profile he had distributed as an example concluding with “again, we can do whatever you want, it is entirely up to you how and what you want to do.” Mr. Throop agreed adding “Friday night we talk about the big picture, the things that get at the ear of why people chose to live here and what might be missing. We need to have more wading in that area then capture and share it with the group as a whole, using for a springboard for the next day.” Chair Chollet reiterated each group of Saturday would have a Facilitator and a recorder.

The meeting adjourned at 5:30 p.m.

Respectfully submitted,

Laura Norton
Administrative Assistant